

## The Brewers of Europe Forum: Recap of Antwerp 2019 and preview of Brussels 2020



On 3, 4 and 5 June, Antwerp was the place to be for Europe's brewers. Over 1,100 brewers, technicians, suppliers, experts and interested parties engaged in two/three days of discussions that ranged from the (re)discovery of ancient raw materials to the most up-to-date brewing innovations. The Brewers Forum and EBC Congress discussions were extremely varied – illustrating a modern, diverse and ambitious beer value chain. Individual sessions and panels covered plans for innovative products, improved sustainability, the promotion of responsible drinking and no & low alcohol offerings that meet consumers' strictest taste standards. This latter point is a fast-growing part of the brewing sector, with many brewers, small and large, embracing opportunities to provide consumers with lower alcohol options alongside traditional brews. This goes to the heart of what beer has been about over the past decade – a story of traditional values being reinvented and revitalised for the modern era.

### The 2019 Brewers of Europe Forum Highlights

#### Networking Reception Antwerp City Brewery De Koninck

To end the first day of the Forum, the impressive Antwerp City Brewery 'De Koninck' provided an ideal opportunity to have a drink with old friends and colleagues and to meet new people. A good Belgian beer helped conversation skills no end!

#### Plenary keynotes

A number of speakers were invited to share their knowledge, views and reflections with the audience. Amongst them were Jean-François van Boxmeer, Cees 't Hart, Paolo Lanzarotti and Bob Pease (CEOs from Heineken, the Carlsberg Group, Asahi Breweries Europe Group and Brewers Association). From Austria, Josef Sigl (CEO Trumer Private Brewery) explained his vision of the future and how he is planning to ensure his family-owned company remains ready for the ever changing 21<sup>st</sup> century. Zoran Gojkovic (Carlsberg) and Florian Schüll (Hopfenverwertungsgenossenschaft) shared insights on how the industry's main ingredients -

malt and hops - are hit by climate change and how it is preparing to face and adapt to a changing situation.

### Seminars

Many seminars were organised during The Brewers of Europe Forum and EBC Congress, so attendees could choose from a wide variety of sessions covering technical and scientific topics, latest high-profile research developments, new ideas for marketing, business and export developments, the new trends towards specific historic or local malt varieties, and many more...

### The tradeshow

The event was also the occasion for brewers and their suppliers and clients to meet up in the exhibition area and develop useful business relationships in a friendly and open environment.

### Beer Tasting @ Beer Lovers bar

What's in a name? We had the tastiest evenings at Beer Lovers Bar, the hotspot for... beer lovers of course! They served craft beers from every corner of Europe on 12 rotating taps. Those who had difficulty choosing could turn to the professional bartenders. You just had to tell them the tastes, colours and experiences you were seeking, and you received first-class advice.

### The city of Antwerp

A good event cannot happen without a good location. Antwerp was that place: welcoming and lively, with plenty of green spaces to relax. The attendees could enjoy a great city with plenty of bars and multicultural restaurants, impressive architecture and beautiful artwork, making it the perfect host!

The event concluded with a Farewell reception for the EBC Congress delegates at the Antwerpse Brouw Compagnie, followed the next days by technical tours at Brewery Haacht, Brewery Palm and at Boortmalt.

## **Pen Brussels 2020 into your diary!**

The 3<sup>rd</sup> edition of The Brewers of Europe Forum will be held next year in Europe's capital city, before it travels to another destination in Europe in 2021, together with the EBC Congress. At a time where the European Union continues to evolve and where the industry is facing multiple challenges but also numerous opportunities, this will be the perfect place to have vivid discussions, exchange views and best practices and get new ideas for making the beer community blossom! Judging from the hundreds of happy faces at this year's events, we will very much look forward to welcoming participants to the next Brewers of Europe Forum. Make sure you plan your trip and see you on the 3<sup>rd</sup> and 4<sup>th</sup> of June 2020!

The Egg -Brussels  
3 & 4 June 2020  
<http://www.brewersforum.eu>

**Pictures:** <https://brewersforum.eu/media-kit>

**For further information, please contact:**

Luc de Raedemaeker, Director Becomev +32 477474407 [luc.deraedemaeker@becomev.com](mailto:luc.deraedemaeker@becomev.com)

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